



ABulletin

Riverside Downtown Business Improvement District

Riverside Restaurant Week Successful

Riverside Restaurant Week was an opportunity for diners to experience the wonderful restaurants, coffee shops and hospitality establishments that downtown Riverside has to offer. The event took place from June 19th through June 28th with 25 downtown restaurants and coffee shops offering special menu items or combined menu items at a special price.

Riverside Restaurant Week is unique for several reasons; restaurants do not have to commit to a three course lunch or dinner menu, it is completely free to participate, and there are no guidelines or limitations as to who can participate. The invitation is extended city wide to all restaurants, coffee shops, and hospitality establishments.

Barry Renker from the C3 Restaurant at the Marriott Riverside at the Convention Center has participated in the San Diego Restaurant Week. Participation cost \$2,500 compared to Riverside's which was completely free. He states, "Riverside Restaurant Week was a great exposure for the restaurant and the hotel."

Jesse Casillas from Woodfire Café participated in Restaurant Week for the first time. As a new business, it was a great opportunity for him to showcase his food and new establishment. He saw a large increase in overall traffic and in first time customers. For Teresa Andrawis, owner of Antonious Pizza, Restaurant Week was an opportunity for people to see that they are more than just a pizza place. It was also a good opportunity for other restaurants to see what they have to offer as well.

There was over \$45,000 spent in promotion including print ads, collateral, and social media. The City, ABP, RDP, KOLA 99.9FM, and the Chamber of

Commerce combined efforts to promote the event by posting specials on their Facebook pages and other social media channels. Table toppers, table coasters, posters, and flyers were distributed to all participating establishments. Restaurants were encouraged to promote their Restaurant Week special on social media and to join the conversation with #DineRiverside.

"The promotion was extremely helpful," said Teresa Andrawis of Antonious Pizza. "It gave patrons the feeling of Riverside being a small town community."

Restaurants that placed out posters and flyers and utilized social media to promote their specials saw their efforts pay off in new customers and increased sales. Many restaurants used the week to test out new menu options and receive customer feedback. For Chef Laurent Baillon and Gabriella Rodriguez, owners of L Bistro, it was a great exposure to the community. They offered both a lunch and dinner special. Although they do not normally offer dinner, their experience was so successful that they are considering offering a special dinner menu for the summer. They state, "Riverside is a community and everyone should participate in these types of events."

City wide, over 80 restaurants participated in Riverside Restaurant Week. Downtown Riverside had a total of 25 restaurants and establishments participate. "I participated in Restaurant Week this year, and will continue to do so every year," said Teresa of Antonious Pizza.

Restaurant Week will be offered again next year, and based on testimonies from the restaurants who participated, it is a successful promotion for participating hospitality establishments.



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There is no monthly luncheon for the month of August.

The next monthly luncheon will be Tuesday, September 22, 2015 at Loft.84

Featured Speaker is City Manager John Russo
Sponsored by Security Bank of California

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door. Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged.



Seizing Our Destiny - #ILoveRiverside


As a guide that leads to the future we desire, Seizing Our Destiny is built around the necessities that people want from their City – a strong economy, welcoming places to gather and be entertained, an able workforce, art in all its forms, opportunities to learn, quality health care, and respect for the earth and one another. Civic leaders, nonprofit, neighborhood and faith-based organizations, local businesses, City government and elected officials are joining forces to make this agenda a reality through collaborations on a number of initiatives and projects.

Since 2009, community, business and civic leaders have been working together to create an even better quality of life in our community and tell Riverside's story. The structure of



Seizing Our Destiny has evolved over time but the message and goals of this effort has remained the same:

Riverside, California is a city that honors and builds on its assets to become known as a location of choice that catalyzes innovation in all forms, enjoys a high quality of life and is unified in pursuing the common good.

Seizing Our Destiny is creating a prosperous future for Riverside, California through a shared commitment of community, business and civic leaders working together to creatively tackle local issues, implement innovative solutions, and promote Riverside success stories. We ensure that Riverside remains a place attractive to dynamic and diverse families, businesses, students and visitors. 

#ILoveRiverside Challenge is On!

You've seen them - hashtags (#) - everywhere. The Location of Choice pillar group of Seizing Our Destiny has decided to use the #ILoveRiverside hashtag to challenge everyone to promote Riverside on social media. The more instances of the hashtag on social media will generate more awareness about the City of Riverside.

Hashtag Q & A

What is a hashtag(#)? In social media, a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.

Why use it? To help others search for specific keywords or



topics easier.

How do I use it? When posting on your favorite social media site, use it within a sentence, or add to the beginning or end of a post. See below for samples

Challenge: Go to the "search" feature in Facebook (or Twitter or Instagram) and search for #ILoveRiverside. You will see people who have posted using this hashtag. The challenge to YOU is to begin using this hashtag in your own social media posts and conversations.

To find out more about Seizing Our Destiny, go to www.SeizingOurDestiny.com. 



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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Drought in Riverside

The City of Riverside and our utilities are taking major steps to reduce demand for water both by the city and by our utility customers. Our water utility has been given a goal of a 28% reduction in water consumption over a 2013 baseline. This is specific to the utility, not to individual customers. We ask that each city department and all our customers do their best to conserve, recognizing that many customers have already taken very significant steps to conserve.

On the city side the following steps are being implemented:

- Turf in median areas is no longer being watered at all. Trees in medians are being watered and, until it can be replaced with drought tolerant landscaping and drip irrigation, some turf immediately surrounding trees does get water. Watering of trees has been reduced to the minimum required to maintain health of the trees. Turf and other non drought tolerant landscape is being replaced with drought tolerant landscape and new drip irrigation systems in many areas of the city. You may have noticed the change in landscape on the Main Street Mall and along Magnolia and Alessandro Avenues. More is coming.
- Our parks are receiving less water across the board. Efforts are being made to keep playing surfaces green and healthy, but other turf areas are being allowed to become browner. Trees are continuing to be watered, but only

as much as required to maintain health. Nine of our parks are on satellite controlled irrigation systems that monitor local weather and turn on irrigation systems accordingly. The remainder of the parks are being converted to this system over time. All parks make an effort to follow the night



time watering schedule, but some have such a large area to irrigate, and a small water supply line, so some stations need to be watered during the day. Some parks, Fairmount as an example, have their own nonpotable water supply from local wells. These parks may use more water than those that depend on potable water.

- Splash pads in six parks have been shut off as they do not recirculate water. The splash pad on the Main Street Mall remains on because it does recirculate and treat its water. Hours of operation have been reduced though.
- Other utility properties, like electric substations, are having their landscaping changed to drought tolerant and irrigation systems upgraded to drip systems where needed. The trees on the old Riverside Golf Course are being watered manually, but the turf areas are not being watered.

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Ward Two Council Update

Contributed by Councilman Andy Melendrez

Summer Sweet Tooth, anyone? Then La Michoacana Ice Cream is the place for you!

Come to Ward 2 where you will find some of the best ice cream in town! La Michoacana is located at 3961 Chicago Ave in the Chicago/University Shopping Center and offers a GREAT variety of Mexican and American infused ice creams. Open during the week from 10am to 9pm, call (951) 248-9142 to ask about flavors or delivery!

National Night Out:

The Riverside Police Department invites neighborhoods in the city of Riverside to participate in, and celebrate, National Night Out (NNO) on Tuesday, August 4, 2015. National Night Out is designed to strengthen neighborhood spirit; helps promote police community partnership, crime prevention, and neighborhood camaraderie. In 2014, there were 43 events held throughout the city of Riverside and all events received a visit from the Riverside Police Department. We are hoping for even more participation this year.

On Tuesday, August 4, 2015, from 6 to 9 pm, residents in neighborhoods through Riverside are asked to spend the evening outside with your neighbors and police. While the traditional "lights on" remain a part of NNO, activities have expanded to include a variety of events such as block parties, pot lucks, cookouts, contests, and youth activities. To learn more visit, <http://www.riversideca.gov/rpd/community/>

Lincoln Park Neighborhood Group will be hosting National Night Out on Saturday, August 8th from 10:00 am to 1:00 pm at Lincoln Park located at 4261 Park Ave. There will be raffle prizes, free snacks and refreshments, free health screenings, family activities, fitness demonstrations and a surprise appearance by the Batmobile and *Back to the Future* Delorean!



Eastside Health Center, Groundbreaking: The Riverside Community Health Foundation in partnership with Borrego Health announced in February this year that it is planning a \$3.5 million expansion of its Eastside Health Center that will nearly double the number of patients that can be seen. The clinic on University Avenue in Riverside sees about 6,500 patients per year and is at maximum capacity. The expansion will increase annual patient visits to over 12,000.

The nonprofit foundation has purchased land directly across from the health clinic and held a groundbreaking ceremony on Wednesday, July 29th. We are very excited to see the Center expand and look forward to hearing more positive comments from residents about the wonderful services being offered through RCHF!

Andy Melendrez



SECURITY CORNER

The Small Business Guide to EMV Compliance

EMV? Chip and PIN? What does this all mean? If you find yourself asking these questions, don't worry, you're not alone. As we near the deadline for merchants in the United States to adopt the EMV compliance standards, it is apparent that many merchants are uninformed and uneasy about the upcoming changes and what it means for their business. This shouldn't be the case, so we've compiled a brief background of EMV, how it affects merchants, and what they need to do to ensure they're compliant.

What is EMV?

EMV, an acronym for EuroPay, Mastercard, and Visa, is a set of globally recognized standards ensuring the proper usage and communication between microchip-equipped cards and the hardware used to complete transactions. EMV is designed to increase security for ATM and credit card transactions, as well as minimize in-store card fraud. The technology was originally introduced in 1995 and over 80 countries have either already adopted, or are in the process of adopting the EMV standards today. These countries have seen dramatic decreases in card fraud since the technology was introduced. The U.S. is one of the last major countries to adopt the EMV guidelines, but with the recent security breaches with major retailers like Target and The Home Depot, many feel it can't come soon enough.

How is EMV More Secure?

So, why exactly is EMV more secure? There are two main reasons. First, in order to complete a transaction, the cardholder must insert the chip card into an EMV card reader then enter a PIN. This two-step process increases security at checkout, as a fraudulent card user can no longer just swipe the card and forge the card owner's signature. Second, the data from the EMV cards is tokenized, creating a dynamic transaction code for each individual purchase. This prevents hackers from gathering card information and using it at a later date, as opposed to traditional magnetic stripe cards where the data is static and can easily be copied and duplicated.

What does this mean for Merchants?

This once-in-a-generation change to payment acceptance should be welcomed by card-present merchants, as it will decrease their susceptibility to fraudulent transactions and financial data breaches. However, the shift to EMV

compliance will require a small investment in hardware and software upgrades for most merchants, which will be discussed in the next section. There is also a shift of liability for fraudulent charges that is occurring on October 1st, 2015, the deadline for U.S. merchants to fully migrate to the new compliance standards. If a merchant has not adopted a terminal that is EMV certified, the merchant can be held liable for all fraudulent charges occurring on chip cards at their business. This should encourage all merchants to ensure they are EMV compliant before the October 2015 deadline.

How can merchants ensure they are EMV compliant?

Merchants should first analyze their current in-store technology and determine if it needs to be replaced or upgraded. Equipment upgrades can be both costly and time consuming, so merchants should consider these factors and plan accordingly.

Some decisions a merchant will have to make are, but not limited to:

- Does the POS hardware need to be replaced?
- Is the POS software up to date? Does it need to be upgraded or replaced?
- What PIN pad devices are needed for EMV transactions?

Merchants should contact their POS providers to confirm whether or not upgrades need to be made. Chances are if a merchant's POS hardware and software are more than a few years old, they'll need to upgrade.

Merchants should also develop an employee training program, as the function of EMV transactions is very different than traditional magstripe transactions. It's important that all necessary employees are properly trained to maintain a smooth customer experience throughout the transition period.

It's imperative that merchants get in front of this shift and don't wait until the last minute to migrate their business over. Not only will an early transition benefit employees, but it will guarantee that customers continue to receive a high level of service throughout the process.

From The Register, a complete resource for navigating the world of payment card acceptance, provided by Community Merchants USA

For more information, visit www.communitymerchantsusa.com



WARD ONE from page 3

Utility customers are asked to observe the following practices:

- Spray irrigation of outdoor landscaping may only occur between 6:00 p.m. and 10:00 a.m. and is limited to three days per week and a maximum of 15 minutes per station per day. Customers may select their days to irrigate. In November this will be reduced to two days per week for the winter. Customers are asked not to irrigate within four days of significant rainfall.
- Hosing of paved surfaces is prohibited except to protect health, Car washing must be done with a hose equipped with an automatic shutoff nozzle, When washing dishes

or clothes do only full loads, Limit showers to 5 minutes, Fountains that do not recirculate water are prohibited.

- Restaurants are asked to only serve water on request and hotels/motels are asked to offer not to change bed linens and towels every day.

Significantly, customers are reminded that they are required to maintain the city trees in the parkway in front of their houses and to ensure that they receive sufficient water to maintain health. We do not want to lose mature trees during this drought. A 50 year old tree is not replaceable. For more information see Blueriverside.com.

Mike Gardner



RDP Website Improved for August Launch


Starting this September, RDP will put downtown Riverside at everyone's fingertips with an update of its website. Whether visitors use their desktop to plan a weekend getaway or their mobile device to locate a great lunch spot nearby, riversidedowntown.org will make it easier to get the information they need.

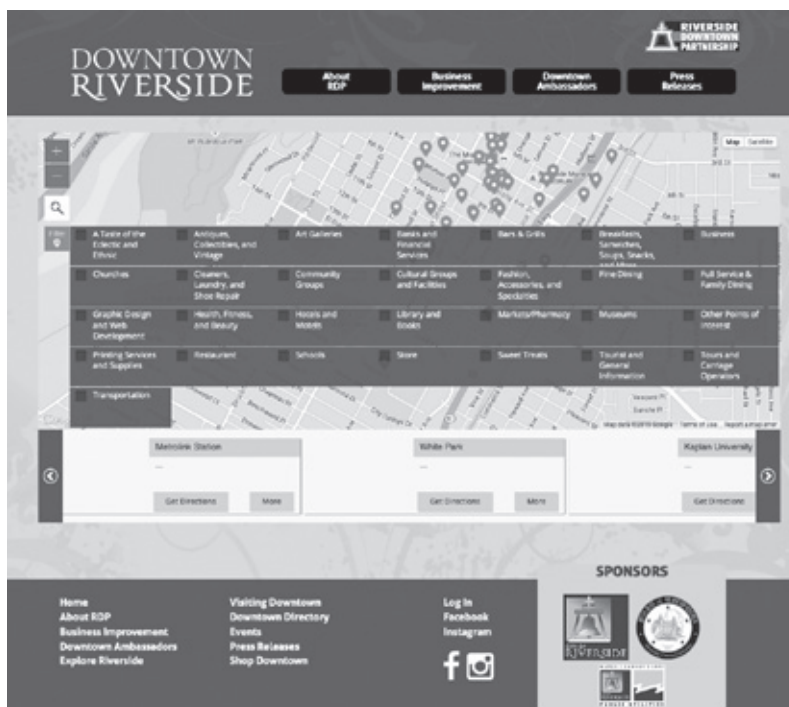
The information that visitors want most will be front and center on the site including RDP's great downtown pocket guides to dining, shopping, parking, and historic buildings. The star of the show, however, is the Downtown Directory. Looking for art galleries? Select that category and all eight galleries appear in an easy to use list. The same applies for 18 other categories from tour operators to restaurants. A fantastic new feature will be the interactive map. Visitors will be able to filter by category and see what's nearby from dry cleaners and banks to fine dining.

Upcoming events are advertised with links and photos on the home page, too, making it easy to plan the entertainment you crave. Business Improvement District (BID) members will have their own featured home page and everything they need to access will be featured in navigation at the top of the page. The website is expected to launch in mid August.

RDP will also launch a Facebook page dedicated to downtown Riverside's Entertainment District which will include restaurants, coffee shops, hotels, and all downtown hospitality establishments. The purpose of the page will be to highlight the entertainment options downtown has to offer, and to provide a new avenue for the establishments to promote and share information about their businesses. Our hope is that the launch of the new Entertainment District Facebook page will create positive recognition of everything downtown Riverside has to offer.

The Restaurant Week Facebook page will remain active, but will only be used to promote the week-long event.

If you would like to be added to RDP's constant contact email updates for upcoming events and other information, please send your email address to Whitney Waters at rdpwhitney@sbcglobal.net. 



BUSINESS BUZZ

The Importance of an Annual Plan

Rhonda Abrams, Special for USA Today

For more information visit: www.usatoday.com

“You can’t reach a goal you haven’t set.” During Small Business Week, I’m helping you “Make This Your Year to Grow.” If you want to grow, one of the most important steps is to develop a plan for growth — and then make planning an ongoing process of your company.

Now, don’t get worried that I’m going to make you sit down and write a long, detailed business plan. It’s the **PLANNING**, not the **PLAN**, that’s important. The planning process itself brings you the biggest benefits — examining your business, figuring out what’s profitable, identifying threats and opportunities, making decisions.

Of course, some great companies have been developed from detailed, written business plans. VistaPrint — the online printing and marketing company for small businesses — was started when founder Robert Keane wrote a business plan for a graduate business school class. Seth Goldman wrote a business plan with his Yale School of Management professor for the company they named Honest Tea. They later sold it to Coca-Cola.

Both Keane and Goldman made decisions during their business plan process that led to phenomenal growth and still underpin their highly successful companies today.

Business planning isn’t just for start-ups, either. It’s a vital tool for long-term survival and success, especially for a small business. I recommend developing a business plan every year.

I’m such a strong believer in planning that this year, I’ve hired a strategic planning consultant, Joy Taylor of Taygan Point Consulting Group, based in Lambertville, N.J.

“Hope is not a strategy,” said Taylor. “You must plan for what you wish to achieve. There are elements to success and you must plan for them. You need a vision for growth and know the strategic imperatives for achieving that growth. It won’t just happen. And you must take small pieces at a time.”

Although Taylor often works with huge global companies, she stresses the importance of ongoing planning for small businesses.

“The smaller the business the more focused you need to be, the more you need to plan,” Taylor said. “If you don’t plan, then any ‘shiny object’ seems like a good idea. In order to maintain focus, you must have a plan. And planning is not a one-time thing.”

That’s why I recommend that every business — no matter how small, even a one-person company — develop an annual plan.

Developing an annual business plan is a way to step back from the daily grind, set goals, and decide on the best strategies for reaching those goals in the coming year. It’s like looking at your GPS to check where you’ve been, where you want to go, and the best way to get there.

Remember Rhonda’s Rule: If you don’t know where you’re going, you won’t know when you’re lost.


During your planning session for growth follow these steps:

- **Evaluate the past.** What’s worked and what hasn’t.
- **List your goals.** How much money you want to make; changes in products/services and your marketing and operations.
- **Get specific.** With each goal, add a specific number.
- **Identify the steps necessary to achieve objectives.**
- **Estimate costs.** Put a dollar figure next to each step.
- **Estimate time expenditure.**
- **Delegate responsibilities.** Determine who’ll be responsible and how many people are needed.
- **Prioritize and conduct a reality check.** Are you overly ambitious?
- **Gain consensus.** Are all affected parties willing to commit?
- **Set deadlines.**
- **Write everything down.** You now have an action plan with goals, deadlines, and job assignments.

At least twice, my annual business plan process saved my own company.

Years ago, I was hired by a large software corporation to conduct business planning workshops for their resellers around the world. It was a great gig — Barcelona, Sydney, London. But I got far more than some fabulous trips. As I helped other entrepreneurs craft business plans for growth, I asked one of my employees, “Why aren’t we doing this?”

So we put an annual business plan process in place. In our first planning session, we identified a threat — too much income coming from one distributor — and diversified. A few years later, that distributor went bankrupt, but the decision we made earlier saved our company.

In our January 2009 planning session, we were faced with probably the greatest threat. It was the height of the recession, sales had plummeted. In our planning meeting, we evaluated every potential income stream. We declared it our “spaghetti year” — we threw everything against the wall to see what would stick. A lot did. The following year we had record-breaking sales. Planning works. 

RDP Welcomes New Businesses to Downtown

Trisha Espinoza (Hair, nail, skincare) • Wells Fargo Advisor LLC

Valerie West-McCormick (Hair) • Odin Services (general services) • Addisu Gallery (antiques)

Mk1 Motors LLC (vehicle sales) • Xcel Contracting Group Inc (contractor)

Boomers Insurance Services (agent) • Dianne Silva (antiques)

BUSINESS BUZZ

Riverside Region Emerges as Best Small-Business City in America

A recent study conducted by Biz2Credit, an online platform for small businesses, named the Riverside region as the best city for small businesses in the United States. Riverside region also finished in the top 10 category for “thriving start-up culture.”

The survey evaluated 12,000 businesses that had less than 250 employees. The survey conveyed that the small businesses for the region had annual salaries of \$1,400,960. Riverside’s annual salary out ranked New York City which had the average annual salary of \$1,269,859. The survey concluded that the businesses have been operating for over a year and have annual salaries of ten million dollars.

The survey also showed that the Greater Riverside area ranked top five in average credit score, average annual revenue, and number of employees. Local tax rates, business expenses, and other economic factors were included in their findings. The region is recognized for being a great area for information and technology.

“Technology is bringing in younger people and more immigrants to this metro area,” explained Rohit Arora, CEO of Biz2Credit. “Riverside, California, has a pretty big immigrant population.” It includes immigrants from Southeast Asia, Central America and the Middle East.

Nathan Sklar, a health-care entrepreneur, recently expanded his business operations from New York City to Riverside, California. In Manhattan he runs three entities: Comprehensive Kids Developmental School, a not-for-profit school for children with autism; Grand Street Medicine and Rehab, an outpatient facility for occupational physical therapy; and Comprehensive Evaluations, which provides evaluation services for children. Together they employ about 250 people.

He opened Comprehensive Certified Home Health Services in Riverside, California, five to six years ago. It is a home-care agency that provides nursing services, home health aides and related services, employing about 50 people. Sklar branched out into California during a moratorium on home-care licenses in New York. California had no moratorium.

“We’ve been growing at a steady pace,” he said, adding that between his New York and California operations, his ventures bring in combined revenue that range from \$15 million to \$25 million annually.

The opportunities in Riverside are endless, and the advancements in technology, advances in food processing, health, manufacturing, and professional services are just the beginning.

Top 10 cities for small business

1. **Riverside-San Bernardino, California**
2. **Chicago**
3. **New York Metro**
4. **Charlotte, North Carolina**
5. **Las Vegas**
6. **San Francisco-Oakland, California**
7. **Miami-Fort Lauderdale, Florida**
8. **Los Angeles**
9. **Houston**
10. **Dallas-Fort Worth, Texas**

Article from CNBC and Greater Riverside Business



Business Spotlight: Something Sweet by Serina

Something Sweet by Serina offers a variety of homemade goods including cupcakes and cookies that are all made from scratch. While business owner Serina Newborg has

worked in downtown Riverside for years, her business has only been open for a year and a half.

Serina’s parents own one of the most popular sandwich shops downtown, The Upper Crust, and she contributes her success to them. “I have learned a lot from them over the years, and when the spot next to them opened up, I took that as a sign that it was time for me to take the next step,” said Serina.

Before opening her own cupcake shop, she would supply The Upper Crust with cupcakes and cookies. She also helped

many of the downtown businesses by baking for their special events. In addition, she has been baking for her children’s school special occasions for fifteen years. With the support of family and friends she opened up her own shop.

It is important to Serina to show her 3 children the importance of working hard and achieving your goals. She is in the shop every day creating recipes and striving to bring wonderful dessert options to the downtown. She uses no artificial ingredients, only all natural.

“I like to make people happy and I hope that every customer not only walks away with a delicious treat, but also a positive experience,” said Serina.

Something Sweet is located at 3569 Main Street. She will be participating in the upcoming IE Cupcake Fair this year to share her offerings with a wider audience.





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RDP Facebook Page

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